

Another Hecht Co.
EXCLUSIVE

The fringed-top
dress with high
dropped neckline,
short sleeves.
\$14.95



The dress with front
fullness and braided
yoke.

\$14.95

Jeanne Barrie DRESSES

In "Grace Amure" Fabric, of
Eastman Acetate Rayon Yarn

\$14.95

Misses' Sizes 12 to 20

Featuring the new "table-top" influence that's so much talked-about for fall! Famous Jeanne Barrie dresses with intricate drapery and fullness above the waist, to give you the casual, sophisticated look that's so important this season. Upswept shoulders, fringe, soutache, clip and gold-color-metal accents. Slim draped skirts, or gored skirts with sweeping fullness. And "Grace Amure" is such an elegant rayon fabric—perfectly adapted to the suave styles of these important dresses! Sizes 12 to 20. Black wine, teal, mist blue, rural autumn, or green.

Third Floor—Better Dress Shop—The Hecht Co.



SEE THE NEW BACK-TO-COLLEGE

Carole King

DRESSES — FEATURING "JOVITA," EASTMAN'S
NEW POROUS SPUN RAYON FABRIC

\$2.99 \$3.99 \$6.50 \$7.95

Dresses with all the gay, young junior styling that makes the name famous! Full-length zipper fronts, or button fronts, detachable white pique collars and cuffs, embroidered flowers, peasant motifs, patent appliques! Square, vee necks and notched collar styles in pin-stripes, plaids and deep, rich fall colors. How flattering are the tiny high waists, the fullness over the bosom, the slightly broadened shoulders and young, flirtatious skirts! Gold, autumn rust, Havana brown, aqua, stone blue and red-yellow-and-black plaids.

Sizes for Juniors 9 to 17

Third Floor—Young Washingtonian Shop—The Hecht Co.

TOMORROW—Meet Carole King in Person!

Make a date to be here and visit with the clever young designer of the sparkling junior dresses that young Washingtonians adore! She will be in the department all day tomorrow to introduce her new fall line, and to direct an informal fashion showing by living models, of the new Carole King dresses.

Informal Fashion
Showing all day to-
morrow in the Young
Washingtonian Shop



\$7.95

"Highland Lass" with
wool plaid skirt, cot-
ton velveteen blouse.

\$6.50

"Flowers For You"
Jovita rayon in gold,
patio blue and brick.

\$7.95

"Honor Student,"
black or brown wool
pinstripe, white collar.

\$6.50

"Button-Upper," Jo-
vita in laurel green,
copper tile, hacienda
blue.

\$6.50

"Half-and-Half," Jo-
vita rayon in gold,
patio blue and brick.

\$3.99

"Yodel-O," Worthi-
spun rayon in blue,
black, brown and
copper wine.

